

Hoax Among Academia

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ABSTRACT

Fake news or hoax is everywhere, it is so ubiquitous that many people cannot distinguish it from real news. Academia are also not immune from hoaxes. Academia, including journal managers and editors, doctoral students, professors, and lecturers fell victim to hoaxes. This study would like to describe how massive hoax news hit academia. This research implemented a method of text analysis of a hoax news case that hit academia. The results show that academia who cannot refrain from spreading the hoaxes have several reasons. First, they think the news is true, because they accept it from their fellow academia, so they do not employ check and re-check routine first. Second, they are happy to share something they think will motivate other group members. However, these motivational messages turned out to be a hoax, or partly hoax because there are additional words from the original text or quotes. Third, they share the hoax as a form of amusement. But it turns out there are other group members who take it seriously and don't think it as a hoax.

Keywords: hoax, academia, text analysis, no re check, adding words from the original tex

INTRODUCTION

This research background is caused by the many phenomena in academia everyday life, are also not spared from fake news or hoax. In everyday life, like social beings, academia had social groups in social media. One of them, they are grouping on What's App, to share information. But unfortunately, much of the information they share, it turns out to be fake news or hoax. This phenomenon is an interesting thing to be studied.

In this study, researchers interested to examine the phenomenon above by using the study of text analysis. Text analysis techniques used are qualitative data analysis techniques, namely Critical Discourse Analysis from Norman Fairclough. According to Fairclough in conducting text analysis, researchers examined the text of three stages, namely micro, meso and macro. In addition, Fairclough also focuses on language. For the stage of text analysis, according to which the text is analyzed linguistically, by looking at the vocabulary, semantics and sentence. Not only that, Fairclough also incorporates coherence and cohesiveness. Both of them, pay attention to how intercost or inter sentences are combined, so as to form understanding or discourse. The five elements are used to see the problem. According to Fairclough in Setiawan (2011), text analysis is used for ideational viewing or representation. Ideational is the thing that refers to a representation that wants to be displayed in the text. Generally ideational carrying a certain ideological charge. This analysis, aimed at seeing how something is displayed in the text, but contains a certain set of ideologies.

Representations by Fairclough, can be examined in three ways. Theme by tracing how individuals, groups and ideas are expressed in clauses, sentence combinations, and in inter-sentence sequences. For representation in the clause, the author, usually faced with two choices. First, at the level of word or vocabulary choice. Second, the choice is based on grammatical level. Whether an event is to be presented as an action, event, state, or mental process.

For representation in sentence combinations, the author usually uses three choices. First, elaboration, ie, clause one becomes the explanation of the other clause, using the 'that' 'then' or 'next'. Second, extension, usually using the hyphenation 'and '. Third, enhances, usually by the word 'because' or 'caused.'

For representations in inter-sentence sequences, there are usually two or more sentences, arranged more prominently than any other sentence. Furthermore, the text is also analyzed in the process of production and consumption of texts. Participation of researchers in the group whats app, can make observations and interpretations until the end of the research objectives (Setiawan, 2011).

In this study, researchers wanted to search for fake news or hoax texts produced and consumed by academics in the Whats App group. The Whats App group that researchers make the object of research, is a group created by alumni and postgraduate students of a leading university in Indonesia. This group was made the object of research, because once thrown by a fake news. The fake news has spread and has been consumed by member of Whats App groups and become viral. And then, the fake news is on the Whats App group used as the object of research. The interesting, the sender of fake news, thought that the fake news was made by one of the group members. Then the glory of praise came from the other members of the group. But then denied by the writer, because the fake news is not the original writing. The writing has been added and has been distorted from the original writing. Here's a conversation quote in the Whats App group.

B: Oh God, that's my fb status go viral and loaded by 1 media.

B: Which article below, with subtitles "WHY A MUSLIM CAN BE TERRORIST?" That's not my writing. Nor did I write as a doctoral candidate. The media is self-written.

E: Oic ...

E: Conformed B,

D: What's media, B? Online?

B: If in the redaction redaksi Indonesia, there is no article underneath.

B: The media is copy paste of my fb. And added with doctoral candidate XX

B: Either way, there could be additional articles underneath

D: Whoa!

D: Which begins with the word WHY it?

D: I will try confirmed back to Prof M so as not to redistribute the article

B: Please help, today I will also clarify in fb. Thank you

D: Ready. This is being submitted to Prof M. Sorry also mas B, but who would have thought that Prof M was missed

M: Whoa!!

Based on the quotation above, we can see the representation of the choice of words to between sentences, that there is a rejection from the original author against false news about a paper that claimed as his writing. Although in the previous chat, which is not visible in the quote above, his friends who are in the group, busy to praise the writing. But the author does not admit the article is his writing. Though his friend who spread the fake news, claimed that he got the news from a professor in a group of Whats App as well. From the text above, we can also find out how fake news spread. With a capitalized copy paste, and the addition of words, sentences, sentences, be a fake news, spread and become viral. Being viral is a separate study. But in this study limits to cases of false news among academia. The Whats App groups, contains 57 members, who are students and alumni from the doctoral program of a prestigious university in Indonesia. The majority of group member are lectures, media practitioners, and there are also public officials. But they all cannot escape from producing and consuming fake news and hoaxes. That's why researchers are interested to examine more about the phenomenon.

DISCUSSION

Many things can be discussed in this research. Starting from how busy the producers, distributors, and consumers in the Whats App group of academia members to clarify the fake news. All of them are victims of fake news. But elsewhere, a lot of fake news is not confirmed as fake news. Lucky for this group Whats App, authored members who are hit by fake news, can clarify the truth of the news. Here is the confirmation quote:

B: All my friends, my status writing entitled "Terrorist Seeds in Surabaya" May 13, 2018, is now viral. What strikes me most is that the article is added to the article below with subtitles "WHY A MUSLIM CAN BE TERRORIST?". By the name of God, it is not my writing. I also did not write "Doctoral Candidate XX". Please help to verbalize this clarification. Thanks. MB

B: Please help to stop sharing the incorrect status. D: I have erased all of them

B: Thank you

The quote above, gives us an idea that fake news is compiled on the news that does exist, but has undergone significant changes. The changed, first can be seen from the beginning of the title has been added. The author says, on fake news, the title has been added with an additional title under the original heading he wrote. Likewise, there is additional information about the writer's capacities as a doctoral candidate on campus X. Where additional information made by counterfeit newsmakers has experienced significant additions. Therefore, the original author tries to convince the group members by swearing the name of his god, to prove the untruth of fake news.

Another interesting finding, contained in the text of the conversation on the Whats App group is, amidst writers and busy spreaders clarifying for false news. There are comments from members of the group, who continue to praise the false news. Here is the quote:

FA: In fact, the writing is good. There are, or none, additions

B: Below that, provocative, and many languages are not polite anyway

From the text of the above conversation, we get the picture, that academia that provide space to appreciate the false news that is clearly proven falsehood. And when examined by using critical discourse analysis, as argued by Fairlough above, it represents the ideology of the author of the text.

According to Sudarsyah (2013), each text departs from the fundamental mind of reality. Research using text analysis is an interpretive study that tries to do text analysis that lifts reality into text. The text is constructed from a social reality understood as an expression imprinted in the text and then distilled into meaning. The meaning that is in the text, is the result of an intense subject's awareness of the reality experienced and the experience of his life.

In this study, the original text tried to describe the problem he was experiencing due to false news in the name of himself. Then he tried to reduce the spread of fake news by making clarifications, and then asking for help from other group members. After

performing the above two stages, the original author then discovers the essence that false news cannot be acknowledged to be genuine news. In other texts, the original author says that the original news he wrote, was the result of the expressions of his life experience. He hopes no more prejudice against him, after the clarification is done. Although the group majority members, at first give praise to the fake news. And it turns out, there is a colleague who also praised false news, even though he already knew it was fake news. Based on the above explanation, the researchers found the essential structure of the meaning of fake news among the academia. The implications of the thoughts and experiences of academia on false news are an expression of one's life experience of a socio-cultural entity. Where the culture to do a check, cross check, or multi check has not become a habit among academia. Many academia had not been able to break away from personalized texts and touch ideological or ideational levels about what they believe to be part of their attitudes and thoughts. In the text of false news that became the object of this research, it is a text that touches the ideology, about Islam and terrorism. Where this paper is a writing that was born because there is an event of terrorism occurred. and strongly suspected denote action from the network of theorists who want to establish an Islamic state in Indonesia. But apart from that, the academia, should find out the truth of information. What's more, information that can provoke emotions, in the form of pros and cons.

Today, information that contains pros and cons in society, will be viral. But in a WhatsApp group whose membership is personal, it is important for someone, more specifically for an academia, to consider the effect of a content to be shared within the group. Based on findings obtained by Wong and Burkell (2017) in his research, to the academic community at a university in Canada, it is important to think well about the impact that would result if someone wanted to share a message with group members in online media. In this study, it is emphasized to be careful in spreading content containing fake news, even more so if it contains news that its content can bring pros and cons among group members. As contained in the following quote:

AL: Re-post the original writing.

B: It's just a personal experience, somehow becoming viral

(B posts the original status of his fb) D: It's the original status huh?

M: When you come into social media there is viral risk

B: Yes

Based on the above text quotation, we can know that the existence of social media has changed the pattern of how a news is produced and consumed. According to Bafadhal (2017: 49), today's society, prefer to read news through personal channels on social media, one of them is the WhatsApp group. As an app, the Whats App group has its advantages and disadvantages. Within the group, sometimes it becomes a problem, whether in a homogeneous or heterogeneous group. Usually, however, Whats App group is homogeneous. Lack in this group, no comparison argument. It has a fight because it can lead to the emergence of a false belief in a thing. Moreover, if there is a ritual communication that sees the news is not an extension of information, but to maintain the social order of society at a time.

The Bafadhal research, reinforced by Wong and Burkell's research (2017: 3) which concludes that the first news was carefully produced and disseminated to the public after various forms of curation. At that time, the public has been accustomed to receiving news at the appointed time and neatly packaged. Today, however, people live with the constant buzz of news. News is available everywhere. It exists on almost every device, and can be produced by anyone, either by professionals or by the community itself. The most noticeable shift is, we now receive fake news so easily, and many people just believe it. No exception to the academia who is also studying and dabbling in the world of communication.

Based on the above exposure, the results show that academia who cannot refrain from spreading the hoaxes have several reasons. First, they think the news is true, because they accept it from their fellow academia, so they do not employ check and re-check routine first. Second, they are happy to share something they think will motivate other group members. However, these motivational messages turned out to be a hoax, or

partly hoax because there are additional words from the original text or quotes. Third, they share the hoax as a form of amusement. But it turns out there are other group members who take it seriously and don't think it as a hoax.

CONCLUSION

The academia cannot refrain from spreading the fake news or hoaxes in several reasons. Nevertheless, they are a group of people who quickly realize, they have made mistakes. One of the causes is the presence of group members who tell the news is fake and then clarify. The phenomenon shows that academia, has become part of today's society who likes to share information, which he has not checked his own truth. They just want to share because they feel the news was obtained from someone they know also his credibility as an academia. The otherthing is, because they judge the news they share is appropriate and can be informed as well as maintaining the close relationship between them within the group. Sometimes they do not care whether it's fake or not, just because they want to make a group crowd. For some academia, it is a means of entertainment.

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